Marlboro Event Marketing
'95 Name Generation -- Checklist

Item	Event: On-Site Racing	Off-Site Racing	Van	MVP	Community Events/ Hispanic
• BREs have been produced, shipped & received	☐	☐	☐	☐	☐
• '95 surveys have been produced, shipped, & received	☐	☐	☐	☐	☐
• Address provided for name generation shipping forms.	☐	☐	☐	☐	☐
• Confirmation by source vendor that Name Generation shipping forms were received	☐	☐	☐	☐	☐
• Provided source vendor contacts/fax numbers for quantity discrepancy & exception reports	☐	☐	☐	☐	☐
• Source vendor training conducted:	☐	☐	☐	☐	☐
- Procedures for sending in surveys					
- Procedures for filling out name generation shipping forms					
- Responsibilities/ procedures for reporting					
• Schedule for '95 provided to DM group	☐	☐	☐	☐	☐

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Source: https://www.industrydocuments.ucsf.edu/docs/hfgm0004